



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION - COMMERCE

FIFTH SEMESTER – NOVEMBER 2015

CO 5505 - PRINCIPLES OF MARKETING

Date : 05/11/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

PART – A

ANSWER ALL THE QUESTIONS:

(10 x 2 = 20 marks)

1. Define the term “Market”.
2. What is meant by Marketing Management?
3. Who is a Buyer?
4. What is Marketing Segmentation?
5. What do you mean by a Product?
6. What is Penetration Pricing?
7. What is Communication?
8. Define “Event Management”.
9. What is Social Media?
10. What is Search Engine Marketing?

PART – B

ANSWER ANY FOUR QUESTIONS:

(4 x 10 = 40 marks)

11. Is marketing a Science or an Art? Explain.
12. Explain the four P’s of the Marketing mix.
13. Comment on the determinants of buyer behaviour.
14. Elaborate, ‘Product Life Cycle’ stages using an example.
15. Explain the importance of Managing Market information.
16. Briefly comment on the various functions of a marketing channel.
17. Explain the impact of Globalisation, on Indian Markets.

PART – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40 marks)

18. Describe the characteristics and functions of Marketing Management.
19. Describe the new Product Development processes using an example.
20. Describe Pricing strategies in detail.
21. Discuss in detail about the various processes involved in establishing Effective Marketing Communication.

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